



EUHeritage TOUR

Name of the project: Network for European Cultural Heritage Tourism
Acronym: EUHeritage Tour
GA Number: SI2.655608
Consortium Co-ordinator: X23 Ltd

“Differences and Commonalities”. The definitive identity of a Pan-European cultural touristic project. Setting-up the itineraries • [1st Focus Level]

(REVIEW) March 31, 2014

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1. Elements for the construction of a tourism product

1.1. Taking the World Tourism Organisation definition of tourism as its basis: the ATLAS.

Association for Tourism and Leisure Education (ATLAS) definition of cultural tourism is the following:

“The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs.”

“Creativity of places as a resource for cultural tourism”– The cultural capital and creative resources of places are a resource for cultural tourists (who) are considered cultural pioneers who (can) re-evaluate “doubtful” places and have a decisive influence on them (revitalisation).

Frey (2009)

Cultural tourists seek out the local and the defining elements of the atmosphere of places.

Frey argues that the “*resource of place*” has four dimensions:

- The physical-material constitution of the place and the consequent possible forms of utilisation;
- A cultural symbolism of the place which uses and thus contributes to creating an identity. This atmosphere of local identity marks the “*habitus of the place*”;
- The neighbourhood environment of the place, which by its utilisation and activation, structures the socio-spatial habitat of the place;
- And infrastructural features and the connection of the quarter to city structures.¹

It is through this construction of different narratives about the places that the provision of information and services of heritage and tourism joins availability of experiences, which encourages active participation that enables creative contaminations between the tourists and the community visited in co-creation environments: local music and dance, culinary arts, traditions, ways of life.

The **Attractiveness** of Creative Sites is increasingly decisive as a fundamental pillar for the development of a region’s creative economy. Creative sites are the platform where the different actions and support to creative economy development are based.

The potential of the current creative attractiveness factors in the regions, increases and reinforces the notoriety and the dynamics of its creative sites, by diversifying the current offer and taking advantage of the principal opportunities and trends that were identified — namely the Cultural / Creative tourism.

In this sense, the **Creative Tourism** aims to:

“Reinforcing the region’s tourism offer with a new product adding to the Cultural Tourism offer, more oriented towards heritage resources and a set of creative experiences”.

...and offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are undertaken.

1.2. The challenge of EUheritage Tour

Our objective is to create a trans-national tourism route, linking together the different — but also — common features of UNESCO WH sites, enhancing distinctions and commonalities under the paradigm of “*the beauty of multiplicity*”.

It is in the history and nature of Europe itself to be considered as a melting pot, and therefore a space for dialogue. We are pretty well aware of the resulting catastrophes in Europe, when people wanted to assert and enforce the opposite. European territories are based on *shared cultures* and *common stories*, but what it is becoming increasingly valuable to share is the pervasive search for intercultural relations, and **to build networks** based on affinities of various kinds.

The **Intercultural Dialogue** is an ongoing challenge for all European citizens, and starts with the recognition that our well-being and wealth come from our willingness to cultural exchanges.

¹ Notes from a study sponsored by the Council of Europe "Impact of European Cultural Routes on SMEs' innovation and competitiveness"

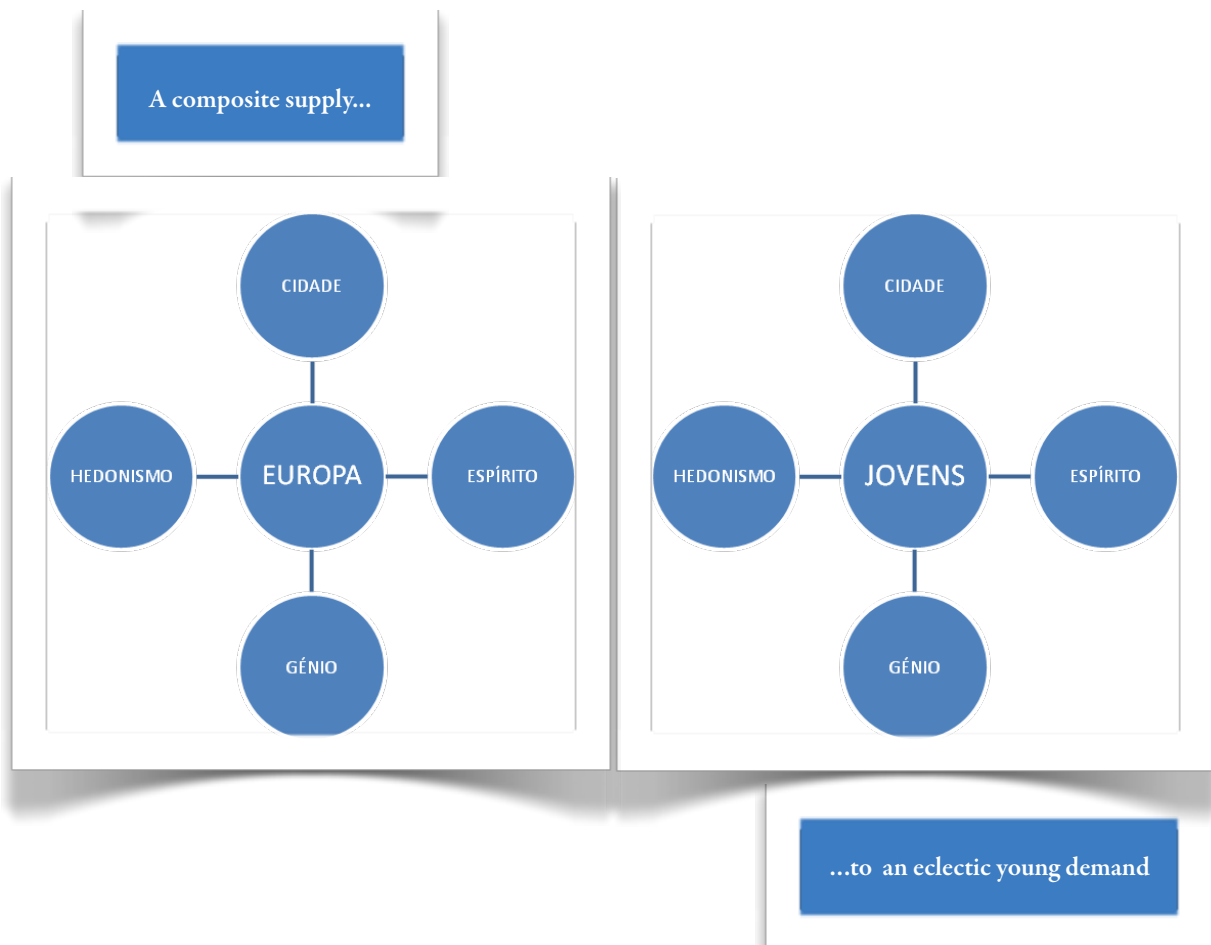
As stated by one of the greatest contemporary writers of Portuguese Language, Mozambican Mia Couto,

" (...) the great possibility of being happy is being able to build and rebuild multiple identities throughout our lives."

2. Metaphor of Europe - A kind of Europe responding to the demands coming from the youth

The EUHeritage Tour proposes a **Creative Roadmap** across Europe by offering:

- an unusual Europe, discovered through uncommon set of features revealing a true Europe of Cultures.
- a friendly Europe, discovered through the eyes of young people, aiming to meet their expectations, answering their questions, ready to meet their challenges and needs.
- an appealing cultural route, innovative and different from the obvious ones, offering unusual thematic itineraries, under the paradigm of sustainability, affordable and yet customised for the young audience segment.



2.1. What keeps Europe and these itineraries unravel ...

The City, fascinating and distinctive mark of the European territory revealing the idiosyncrasies of people and places having individual and collective stories, could open to the visitors its gems and treasures, if we only had the chance to sit down and hear what the cities want to tell us.

Theatre of equality and mean of exchange and richness, as the historian **Jacque Le Goff** says.

The functions of the city are its exchange power, its ability of providing information, its organic inclination to host cultural diversity and the power of Antiquity, the Middle Ages or Contemporary. It is recognised as that place where **Creativity and Knowledge** meets, as well as the vanguards, collective political and social expressions, cultural and sports events mobilising crowds.

In fact, any major city in Europe, seen in its architectural aspect or in its museums, offers the same soothing satisfaction, coming from the same artistic genealogy. Are recognised as the same colours.

“And if a city is more Baroque, another Renaissance, the third Classic, even if Venice produced a gothic particular, Pavia a Lombard Romanesque is less than any European forms found — We understand that there is always something recognizable. Them..”²

The creative Genius who crossed Europe from the earliest humans until the present, marking its presence with artistic expressions, from the earliest engravings and paintings on rock to the paintings of Byzantine masters, later on with the masterpieces from the Renaissance and Impressionism, till the art of the urban graffiti of our times.

2.2. The four keys.

Spirit

It is impossible to visit Assisi and remain indifferent to the spirit of the place that makes true and vivid the message of universal brotherhood created by the man who inspired the Franciscan order. Small towns and villages places where spirituality meets, bringing together representatives of all religious confessions in search for an intercultural and inter-religious dialogue, even at a time when political dialogues are replaced by the clash of arms. Can anyone build a collective European consciousness only basing on numbers? Europe is nothing if it does not support the old forces that made it, still acting in it so deeply, in a word, ignoring all their live humanism.³

The search for causes and individual or collective commitments rekindle these days where young people in particular have been detached in several places in the world by strong participation in protests for various causes. There is a growing quest for profound experiences held in inner silence and reflection and self-knowledge environment. Knowing various manifestations of the sacred, which blend with the building of Europe, translated into specific experiences within religious communities could provide contemplative experiences or existential enjoyment.

Genius

Creator of all arts, in all ages of man. The genie is now much more democratic because more young people have the opportunity to access training in all areas

² Fernand Braudel, "The-Mediterranean-I" <http://www.scribd.com/doc/82821007/BRAUDEL-the-Mediterranean-I>

³ Fernand Braudel, *ibidem*.

of Knowledge. The creative genius was not exhausted in Shakespeare, Bach, in Einstein in Michelangelo, but it is necessary to know their works and those of many others who have made the Europe we know.

Hedonism

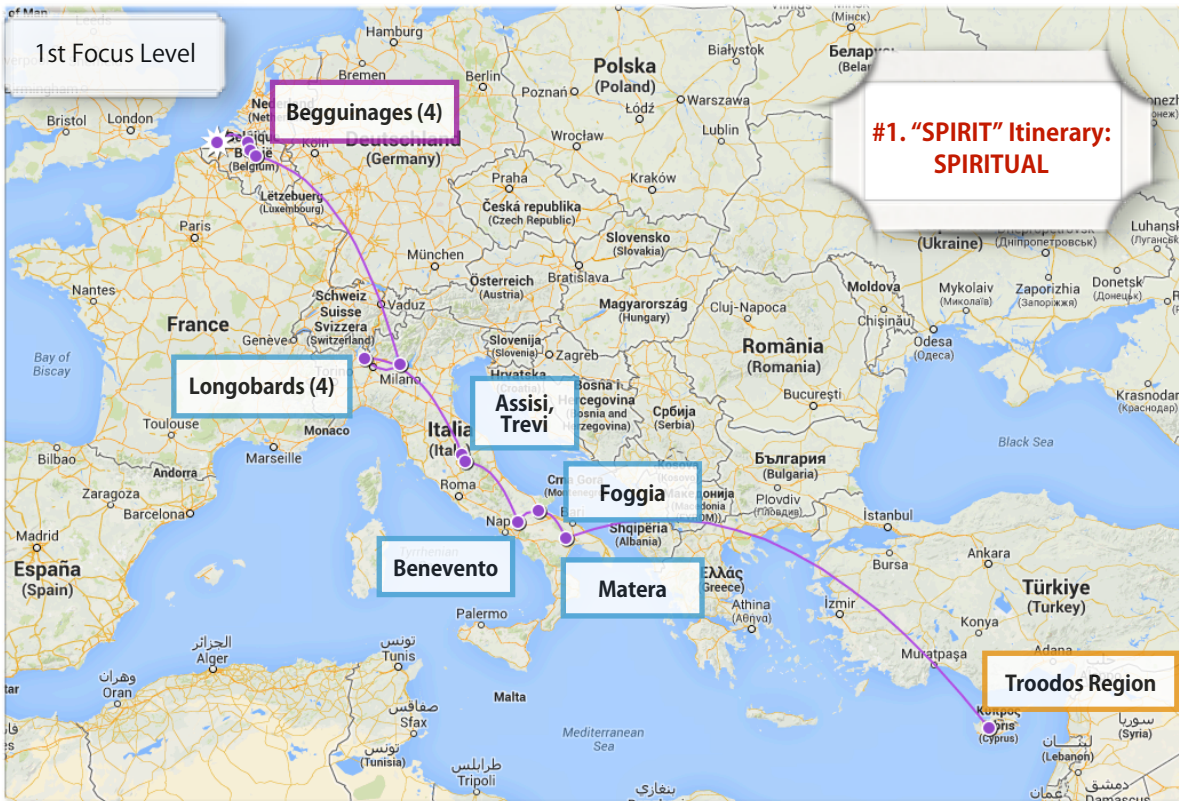
At the same time, European and Western society evolved, increasing its inclination to beauty, pleasure, becoming an hedonistic society, in a relentless pursuit of pleasure. But it is not only a contemporary sign of our time at all: hedonism and men could be considered a single expression since ancient times as it shown the ancient Greek in elaborating a philosophical theory on that topic. A journey or a trip is the expression of the pleasure by itself, satisfying all the senses: admiring spectacular views, listening foreign music, sounds and languages, tasting unusual dishes and delicious wines or fragrant beers, having the chance of new exciting experiences.

Cities

They are looking for cosmopolitan City/ies for meeting each other, where conviviality, creativity, knowledge, modernity, transgression are all bound together. Enjoy - an ubiquitous expression in juvenile speech - discloses the hedonistic attitude of relentless pursuit of pleasure of young people, having fun, enjoying the pleasures a young life deserves. In its multiple expressions and sensations, they will find beauty and sensuality in their path and itineraries through the unusual discovery of World Heritage sites and their intrinsic value as well as meaning, leading them to the discover of unknown taste, or of inside intellectual emotions by the view of the beauty within a work of art, a masterpiece, whether a painting, a song, a song, a dance.

3. EUHeritageTOUR. The four Keys to find an itinerary.

EUHERITAGE TOUR — 1st KEY : - SPIRIT - (2014 — 2 Itineraries)



Concept

To introduce the tourists to an engaging itinerary giving the chance to experience the “Spirit of Europe” forged by the “Markers of History”. The great places belonging to the Christian spirituality from the holy places dated back to the Middle Age to the world centers of pilgrimage: Assisi, birthplace of St. Francis; the Monte Sant’Angelo, where the cult of St. Michael the Archangel is celebrated, the oldest shrine in Western Europe, in Italy; the St. Sofia Church in the Campania Region, in Italy; the largest group of painted churches and monasteries of the former Byzantine Empire in the Troodos region, in Cyprus. All places considered decisive for the course of European history.

Two different concepts / itineraries are offered:

1. **SPIRITUAL**, linking together European religious/pilgrimage places
2. **MAKERS OF THE HISTORY**, linking together European places assertion of power

Keywords: *Aesthetics, contemplation, insight, artistic experiences*

Itinerary #1. SPIRITUAL

- Painted Churches of the **Troodos Region** (Cyprus)
- **Assisi**, the Basilica of San Francesco and other Franciscan Sites (Italy)
- Longobards in Italy. Places of the Power (568-774 A.D.)
 - Monumental area with Monastic complex of San Salvatore–Santa Giulia (Lombardia Region - **Brescia** Italy)
 - Clitunno Tempietto (Umbria Region, **Trevi** - Italy)
 - The Sanctuary of San Michele (Puglia Region, **Foggia** - Italy)
 - St. Sofia Church (Campania Region, **Benevento** - Italy)
- The Sassi and the Park of Rupestrian Churches of **Matera** (Italy)
- **Beguinages** of Belgium and France (Belgium)

Itinerary #2. MAKERS OF THE HISTORY

- Longobards in Italy. Places of the Power (568-774 A.D.)
 - Castelseprio Torba (Lombardia Region, **Varese**- Italy)
 - **Cividale del Friuli** (Friuli Venezia Giulia Region – Italy)
- **Cerveteri and Tarquinia** Necropolis (Italy)
- Garrison Border Town of **Elvas** and its Fortification (Portugal)
- Historic Centre of **Guimarães** (Portugal)
- Schloss Eggenber (City of **Graz** - Austria)

Contribution of the heritage elements to the tour theme/ concept

The WH sites considered for this Route offer the opportunity to learn and to develop activities that provide an unforgettable experience:

- i) sacred places of worship and pilgrimage (Monte Sant'Angelo, Assisi, Troodos Region, St. Sofia Church);
- ii) places where borders were defined (Elvas, in the Iberian Peninsula, SW border of Europe facing the Mediterranean that was occupied by Muslims for 8 centuries;
- iii) places assertion of power (Habsburgs in Graz, Lombards in Italy (marked the transition from Antiquity to the European Middle Ages, drawing on the heritage of Ancient Rome, Christian spirituality, byzantine influence and germanic northern Europe); Belfries of Belgium and France, civic buildings that symbolizes the new civil power of aldermen; Guimarães associated with the birth of a nation and the assertion of the king against neighboring kingdoms).

Accommodation

Accommodation provided should be oriented to the needs of young tourists (affordability comes first):

Low cost unities, such as hostels, located near public transports and the cities centre, in order to facilitate mobility and visiting flows. The design should be appealing, and when possible, it would be interesting if the accommodation unities could provide some kind of sensorial experiences, such as spa treatments, special meals, between others.

Restaurants/ Gastronomy/ Regional Products

With the rise of the 'gourmet', 'author food', or 'slow food' movements, even young tourists are more interested in experiencing different kind of meals, but they have to be at the same time simple and cheap, attractive but not too much constructed. Having meals in spaces that are not traditional (pop-up restaurants, namely at the patrimonial sites or some exhibition places) can be an interesting challenge, as well as the offer of 'picnic baskets', using it as an opportunity to promote regional products. Other initiatives, such as the ones linked above, can also be challenging, having young locals providing meals to young visitors.

<https://plateculture.com/>

<http://www.eatwithalocal.socialgo.com/>

Transports

The concept of low cost should always be present when developing a touristic product for young people, but it has to be more than that. An environmentally friendly mobility should be considered, such as bicycles, electric rental vehicles, or others. To this extent, transportation should be more than a way to get there ... it should offer some kind of interpretation preparative experience ... this can be possible through the support of technological/ communication tools such as smartphones, apps or others, introducing heritage to tourists by stimulating their curiosity.

An interesting challenge could be found in providing trails using ancient transportation traditionally used in the region, such as horse riding chariots.

Information/Communication

This can be the 'secret' to an incredible experience, once that information and communication technologies and devices are very appealing to young people, who are usually familiar with these gadgets. So we should develop contents that can be presented and used through this kind of tools, not only at the WH sites but in different contact/information points that are accessible to tourists.

Animation/Visiting Experience

Every kind of creative experiences should be enhanced, with a special focus on experiences and activities promoting:

Routes Mountain (Troodos - Cyprus)

Pedestrian routes (Park of Rupestrian Churches of Matera)

Pilgrimage routes (Assisi, Monte Sant'Angelo)

Participation in workshops in the context of international sculpture symposium, held annually in Matera

Accommodation and participation in the activities of the monastic community

Gardening Workshops at Schloss Eggenberg in Graz

mountain biking, nature trails (some of these are part of the European path E4, an international network of long-distance walking routes crossing the whole of Europe), playing tennis, angling in one of the dams, or even skiing in winter in Troodos Region.

EUHERITAGE TOUR — 2nd KEY : - GENIUS - (2014 — 1 Itinerary)



Concept

To summon the Genie of Europe through its masterpieces belonging to the art of engraving and up to the printing plant though separated by millennia, but still surprising in its present modernity. The creative genius and creativity manifested in the engravings of the Coa Valley, its amazing beauty and the modernity of its forms; the uniqueness of the rupestrian churches of Matera, or the outstanding glamour of Plantin-Moretus House.

These beautiful examples of talent and creativity could be the motto for the development of activities related to such expressions.

Keywords: *Aesthetics, pleasure, sensorial experiences, senses*

Itinerary

- Painted Churches of the **Troodos Region** (Cyprus)
- The pre-historic rock-arts sites in the **Coa Valley and Siega Verde** (Portugal)
- The Sassi and the Park of Rupestrian Churches of **Matera** (Italy)
- Plantin-Moretus House – Workshops – Museum Complex (**Brussel** - Belgium)
- Major Tow Houses of the architect Victoria Horta and Stoclet House (**Brussel** - Belgium)

Contribution of the heritage elements to the tour theme/concept.

The WH sites considered for this itinerary offer the opportunity to learn and to develop activities that provide an unforgettable experience.

The genius and creativity manifested in the engravings of the Coa Valley, its amazing beauty and modernity of its forms; the uniqueness of the rupestrian churches of Matera, or the Plantin-Moretus House, printing plant dated to the 16th century, This is an amazing way to assist the development of the art of engraving through the ages of man.

Accommodation

Accommodation provided should be oriented to the needs of young tourists (affordability comes first):

Low cost unities, such as hostels, located near public transports and the cities centre, in order to facilitate mobility and visiting flows. The design should be appealing, and when possible, it would be interesting if the accommodation unities could provide some kind of sensorial experiences, such as spa treatments, special meals, between others.

Restaurants/ Gastronomy/ Regional Products

With the rise of the 'gourmet', 'author food', or 'slow food' movements, even young tourists are more interested in experiencing different kind of meals, but they have to be at the same time simple and cheap, attractive but not too much constructed.

Having meals in spaces that are not traditional (pop-up restaurants, namely at the patrimonial sites or some exhibition places) can be an interesting challenge, as well as the offer or 'picnic baskets', using it as an opportunity to promote regional products.

Other initiatives, such as the ones linked above, can also be challenging, having young locals providing meals to young visitors.

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Information/Communication

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Animation/ Visiting Experience

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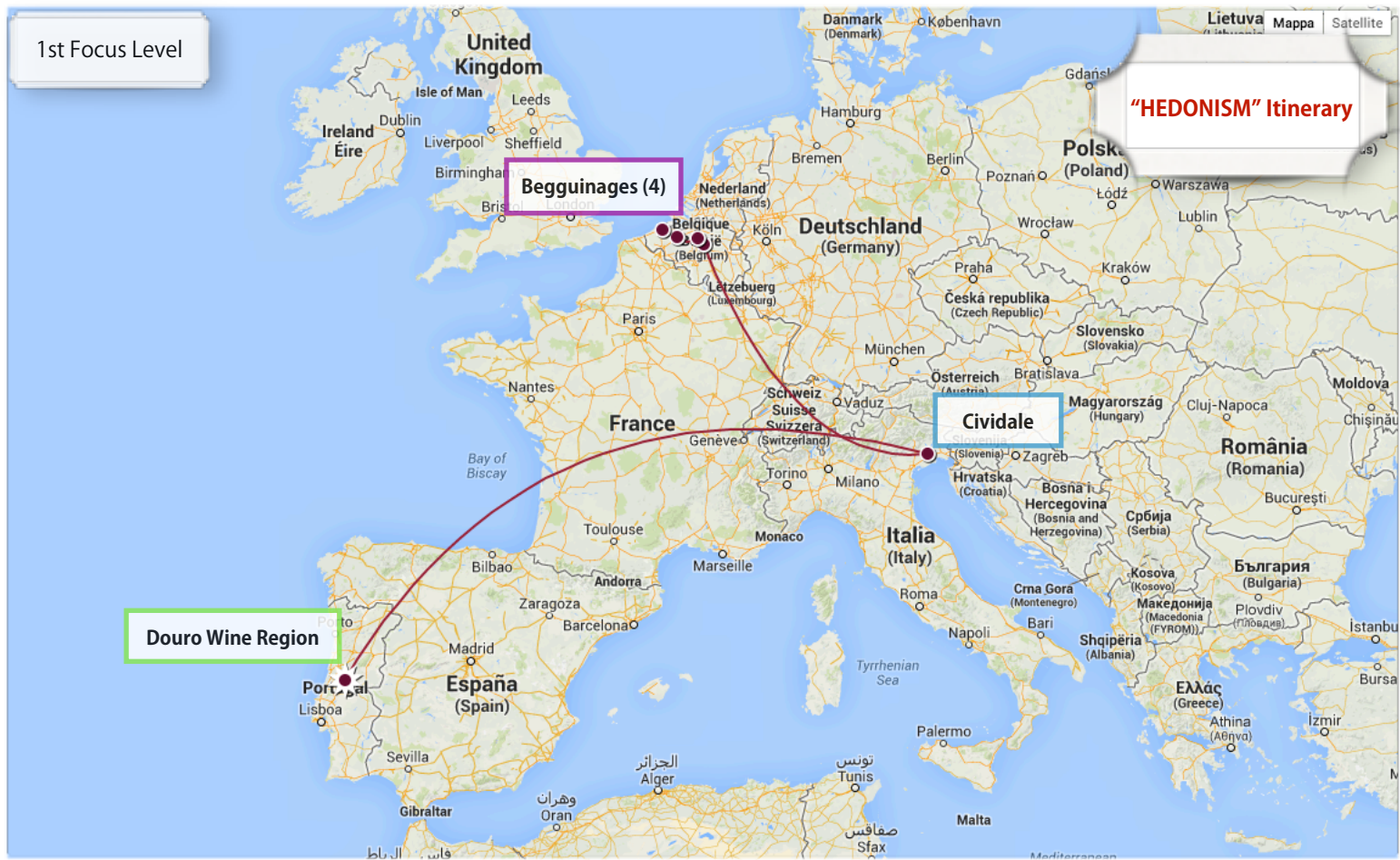
Participation in Printmaking Biennial promoted in the Coa Valley

Workshops Engraving,

Screen printing workshop, Workshop graffiti

Considering the uniqueness and the differencing elements of each WH site, the activities promoted should enhance and be supported by that same elements. We should look for the local and traditional activities that are developed and adapt them to a tourism context oriented to young people.

EUHERITAGE TOUR — 3rd KEY : - HEDONISM - (2014 — 1 Itineraries)



Concept

We can understand hedonistic tourism as being motivated by a desire for sensual pleasure, well-being, something that characterizes contemporary society but that has its roots in ancient Roman / Greek culture. To provide an Hedonism itinerary should be a way to stimulate young visitors' curiosity to discover a Europe full of pleasures, experiences enhancing the feeling of well-being, now, and in the remote past, revisiting a few places and traditions that show us how this search for pleasure has been a constant in the life of European citizens and societies.

Keywords: *Aesthetics, pleasure, sensorial experiences, senses*

Itinerary

- **Alto Douro** wine region (Portugal)
- **Flemish Béguinages** - (Belgium)
- Longobards in Italy, “Places of the Power” (Italy)
 - **Cividale del Friuli** (Friuli Venezia Giulia Region – Italy)

Contribution of the heritage elements to the tour theme/concept

The WH sites considered for this itinerary offer different perspectives of ways to find how ancient civilizations have guided their search for happiness, knowledge and pleasure, being the story of the Béguinages a good example of the complementarity (and not exclusivity) of a more religious and spiritual pleasure to a more mundane one.

Accommodation

Accommodation provided should be oriented to the needs of young tourists (affordability comes first). Low cost unities, such as hostels, located near public transports and the cities centre, in order to facilitate mobility and visiting flows. The design should be appealing, and when possible, it would be interesting if the accommodation unities could provide some kind of sensorial experiences, such as spa treatments, special meals, between others. Promote an ‘exchange’ experience with local young residents, inspired by the couch surfing movement: <https://www.couchsurfing.org/>. Besides that, it is always desirable that all the elements of the touristic products are linked and related, so special attention to décor and to the opportunity of using real and virtual spaces to encourage the contact as well as the individual expression of the artistic and patrimonial elements of the Tour.

Restaurants/ Gastronomy/ Regional Products

With the rise of the ‘gourmet’, ‘author food’, or ‘slow food’ movements, even young tourists are more interested in experiencing different kind of meals, but they have to be at the same time simple and cheap, attractive but not too much constructed. Having meals in spaces that are not traditional (pop-up restaurants, namely at the patrimonial sites or some exhibition places) can be an interesting challenge, as well as the offer of ‘picnic baskets’, using it as an opportunity to promote regional products. Other initiatives, such as the ones linked above, can also be challenging, having young locals providing meals to young visitors. <https://plateculture.com/>
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Transports

The concept of low cost should always be present when developing a touristic product for young people, but it has to be more than that. An environmentally friendly mobility should be considered, such as bicycles, electric rental vehicles, or others. To this extent, transportation should be more than a way to get there ... it should offer some kind of interpretation preparative experience. This can be possible through the support of technological/ communication tools such smartphones, apps or others, introducing heritage to tourists by stimulating their curiosity. An interesting challenge could be found in providing trails using ancient transportation traditionally used in the region, such as horse riding chariots.

Information/ Communication

This can be the 'secret' to an incredible experience, once that information and communication technologies and devices are very appealing to young people, who are usually familiarized with these gadgets. So we should develop contents that can be presented and used through this kind of tools, not only at the WH sites but in different contact/ information points that are accessible to tourists.

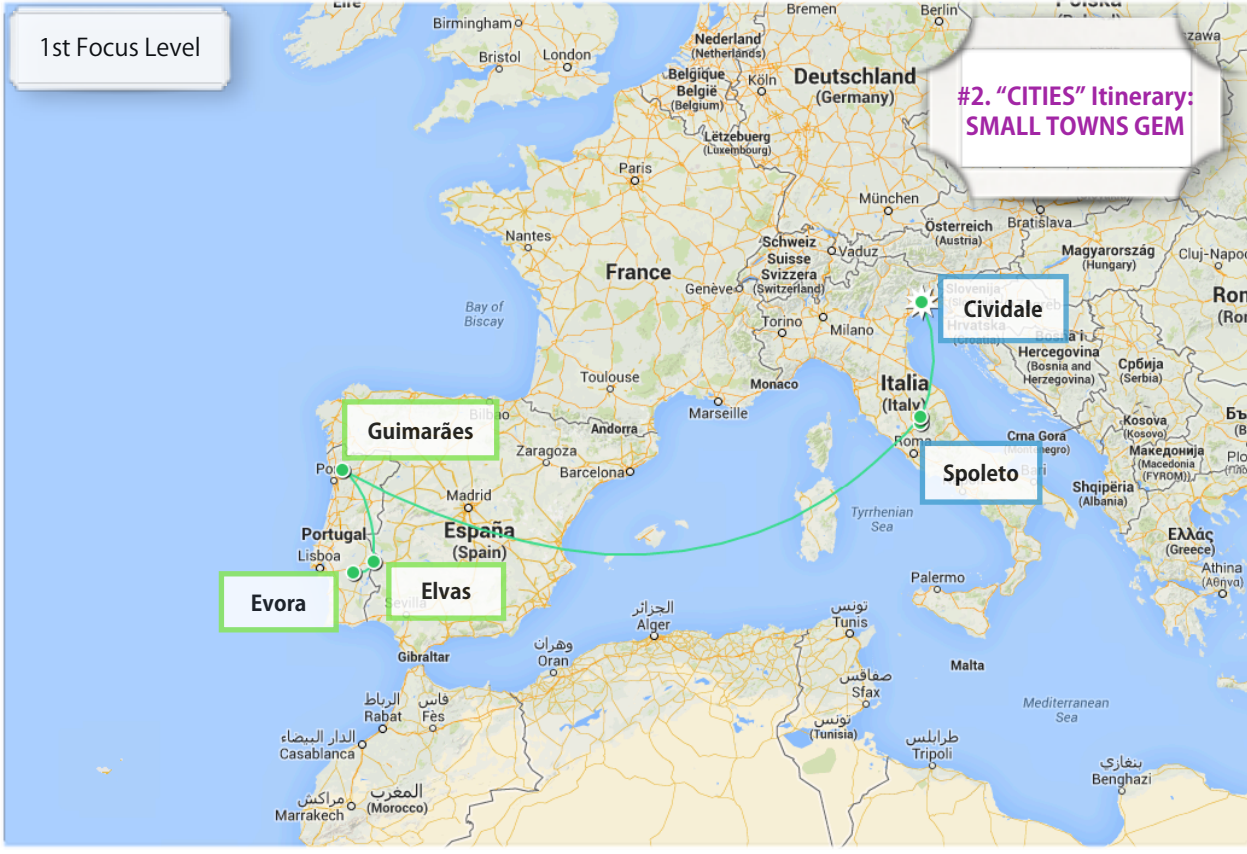
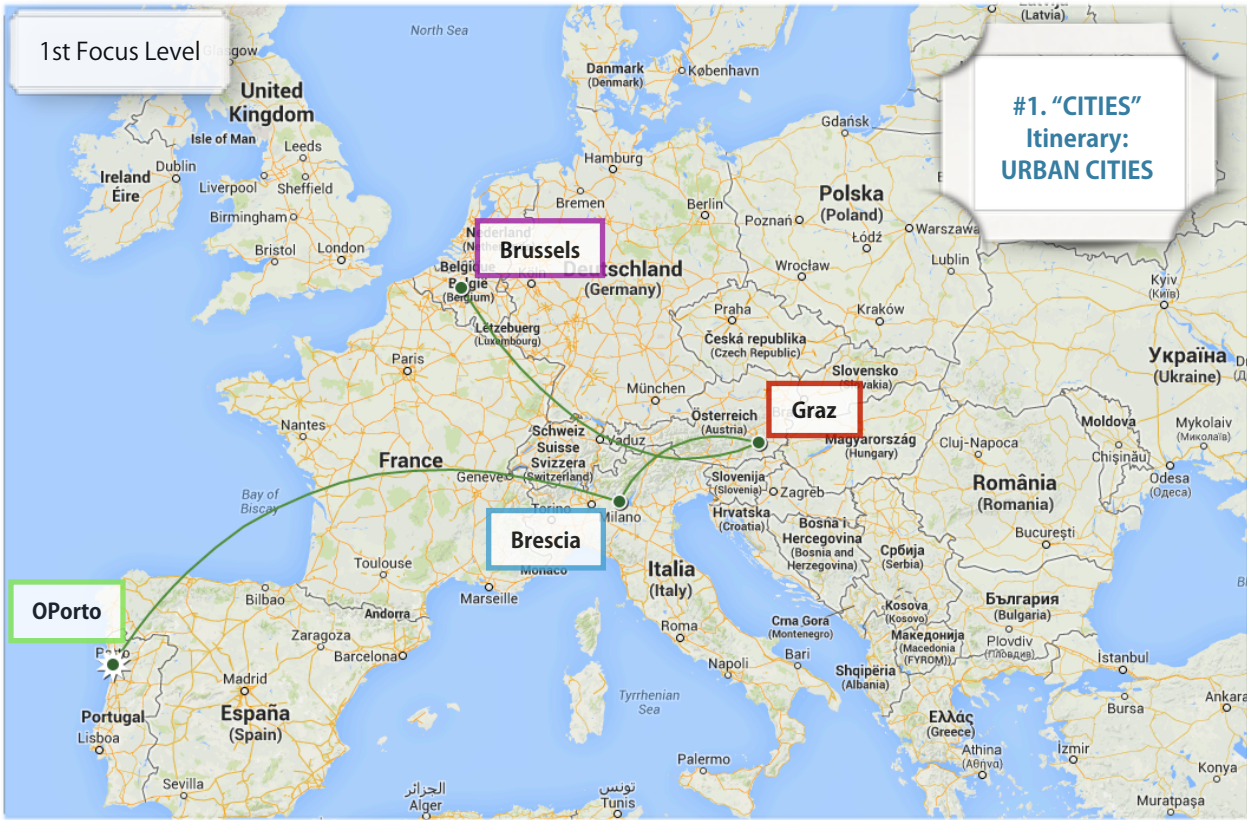
Animation/ Visiting Experience

Every kind of creative experiences, with a special focus on experiences and activities that can promote well-being from spa/ bathing experiences to 'dress' like an ancient local ... Considering the uniqueness and the differencing elements of each WH site, the activities promoted should enhance and be supported by that same elements. We should look for the local and traditional activities that are developed and adapt them to a tourism context oriented to young people. As an example, we can suggest experiences based on wine/ beer resources, as diverse as a wine tasting, or a winery spa treatment... the participation in a vintage/ wine production, or any other activity that stimulate the spirit of co-creation with endogenous and traditional resources. Music festivals are a relevant trigger to young travellers, so it could be interesting to attract some festivals to the areas nearby the WH sites, and to include in the event agenda a musical tour.

Other Activities

Considering examples such as the Love Locks at the Pont des Arts in Paris, and the desire that young people usually have on customizing and marking their space and visit, it could be interesting to offer a free space, near the WH sites, where young tourist could artistically express their experience of view of the heritage elements, through graffiti's or other artistic forms. The core idea is that tourists can have a place to express their own perspective of the WH sites in a modern and attractive way.

EUHERITAGE TOUR — 4th KEY : - CITIES - (2014 — 2 Itineraries)



Concept

The Tour of 'Urbanity / Empire/ Cities of Europe' appeals for a more 'active' and cosmopolitan experience, also designed in order to attract young tourists and to stimulate their search for adventure and discovery. The cities are 'living spaces' that encourage a real and more interactive touristic experience. This does not collide with the spirit of tradition and the sense that cities are also 'memory spaces' where there is always something new, or 'old' to discover.

Two different concepts / itineraries are offered:

1. **URBAN CITIES**, linking together European medium and big cities
2. **SMALL-TOWNS GEMS**, linking together European little cities and towns

Keywords: *adventure, discovery, cosmopolitan, hidden secrets, games*

Itinerary #1: URBAN CITIES

- Longobards in Italy, "Places of the Power" (Italy)
 - Monumental area with Monastic complex of San Salvatore–Santa Giulia (Lombardia Region - **Brescia** Italy)
- Historic Centre of **Oporto** (Portugal)
- Historic Centre of **Graz** (Austria)
- La Grand-Place, **Brussels** (Belgium)

Itinerary #2: SMALL-TOWNS GEMS

- Longobards in Italy, "Places of the Power" (Italy)
 - **Cividale del Friuli** (Friuli Venezia Giulia Region - Italy)
 - The Basilica of San Salvatore (**Spoletto** - Umbria Region - Italy)
- Historic Centre of **Evora** (Portugal)
- Historic Centre of **Guimarães** (Portugal)
- Garrison Border Town of **Elvas** and its Fortification (Portugal)

Contribution of the heritage elements to the tour theme/ concept

This tour integrates different WH sites, which contribute in a different way to the theme concept, which local stakeholders should explore. In a global perspective, the sites are testimonials of the History of Europe and Europeans.

Accommodation

As referred to the other themes, the principle of low cost accommodation should always be present in the creation of the touristic EUritage Tour product. However, the concept shouldn't be restrictive and creativity should be stimulated in all forms. Considering that young people likes to share, that this is a segment extremely oriented to social networks practices and challenges, it could be interesting to create a space (real or virtual) to allow tourist to share their ideas, photos or thoughts, almost as a pinboard, such as Pinterest www.pinterest.com. When possible, tourist should be challenged to pin their photos of the sites, their own draws or paintings.

Restaurants/ Gastronomy/ Regional Products

Several initiatives can help to promote special meals, with a sense of uniqueness, between the diversity and unity of European food traditions. From having special dishes named after important heritage sites, to the display of films and other artistic performances during the course of the meal. Considering that we are dealing with young people, anything that appeals to their sense of discovery and co-creation can be challenging. Recreation of ancient meals, with the guidance of an 'ancient' character can also be interesting, but the selection of activities in this matter should be cautious considering the duration and the level of interactivity of the experience young people are not characterized by their patience, but more for their need to react and interact.

Transports

Low cost transportation solutions, that also implies a more environmental awareness of the need to preserve the places of traffic pollution, especially in the city centers. Group solutions are probably welcome, once young tourists usually travel in small groups of friends.

Information / Communication

User friendly, attractive and technological supported solutions; reference to music groups and it people of the moment. Young people have a strong admiration for some celebrities, and that can be used to gather their attention.

Animation / Visiting Experience

The theme eventually applies for a deeper 'dive' in the story and heritage legacy of Europe, which direct us to a higher need to develop attractive experiences, putting together the modernity of present and the tradition of the past.

Some examples of activities than can be developed:

Guided tours, where the guide is a 'local rental friend', either on foot or by bicycle,

Live performances at the heritage sites, with the participation of local artists,

Artistic workshops, brief contact with ancient handcraft techniques and any modern similar ones.

Promote flea markets on WH sites surroundings, trying to establish a link between used and new, traditional and modern.

Adventure and radical sport activities, especially is combined with some interpretative game, can also be interesting for this segment.

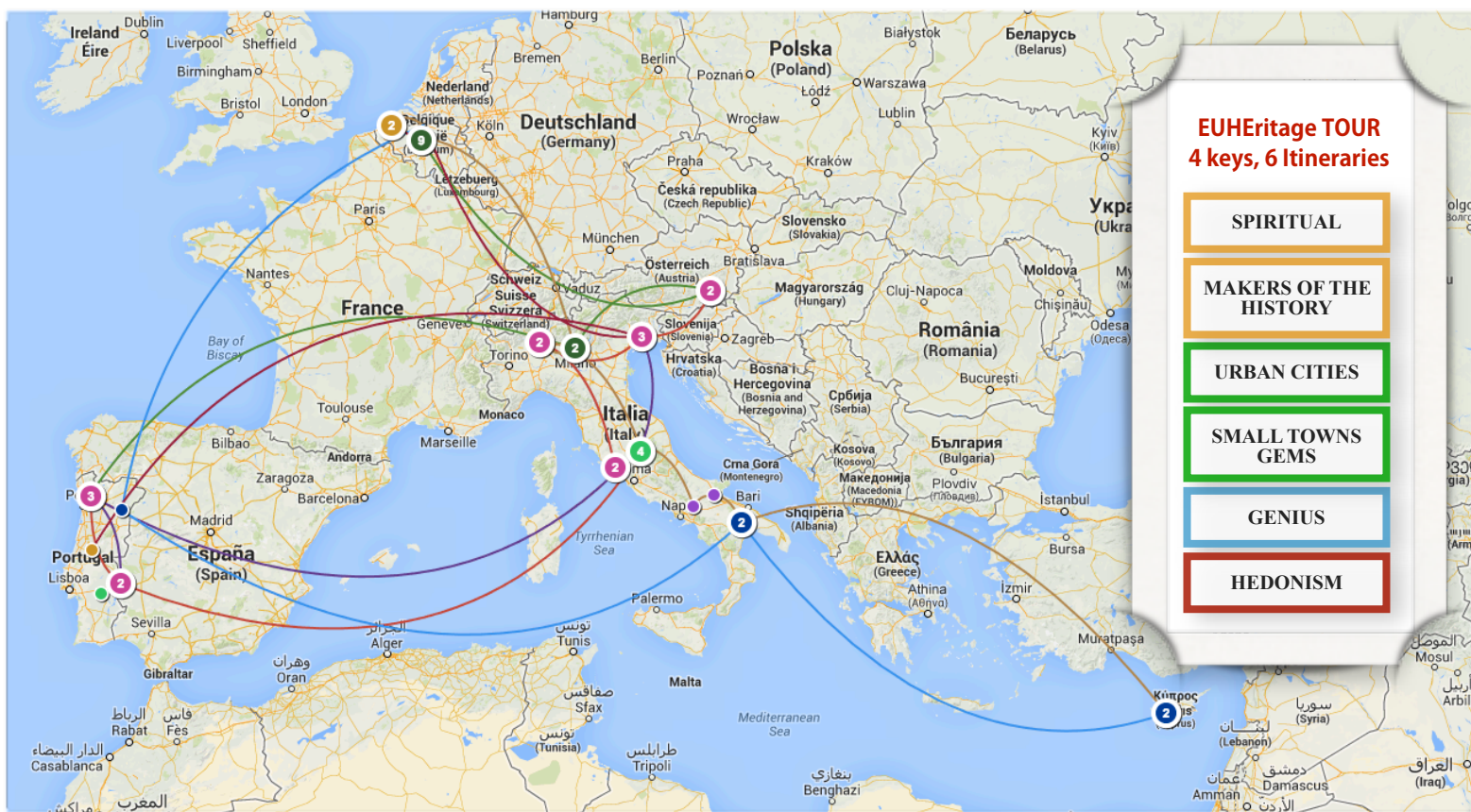
Other Activities

Any kind of game that suggests the search for hidden treasures and the opportunity to unveil Europe's secret stories ... activities that can be inspired in series like Game of Thrones or Hunger Games, that usually are familiar and attractive to younger tourists.

4. A global consideration.

The EUHeritage Tour product should consider:

- Low cost solutions as young people usually have a restricted plafond;
- That all the elements of the product (accommodation, gastronomy, transports, activities, etc.) should be linked with each other and clearly oriented by the itinerary/ies theme;
- That the main objective of the activity is to unveil an undiscovered and unexploited Europe, at least from the eyes of the young travellers, and that they should understand, through the visit and the activities, the richness and diversity of the WH sites and the surrounding areas;
- Young people usually prefer to interact with young people ... they speak the same language, and have similar interests, so, whenever possible, it should be stimulated the exchange and contact between local young residents and tourists;
- Interactivity, co-creation, challenges, games, social networks, sharing devices, technological gadgets are the key words.



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